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We claim:

1. An automated method for controlling environmental parameters in a defined environment, said method comprising the steps of:
 - 5 measuring values of temperature, relative humidity, and wind velocity in said environment;
 - calculating a value of perceived temperature as a function of said measured values; and
 - controlling said environmental parameters based on said calculated value.
- 10 2. The method of claim 1, wherein said defined environment comprises a chicken house and said perceived temperature comprises a temperature perceived by chickens in said chicken house.
- 15 3. The method of claim 2, wherein said perceived temperature is calculated as a function of a characteristic of said chickens.
4. The method of claim 2, wherein said step of controlling comprises activation and de-activation of fans and related equipment in said chicken house.
- 20 5. The method of claim 2, comprising the further steps of:
 - calculating an optimum perceived temperature based on a characteristic of said chickens; and
 - calculating hot and cold stress limits for said chickens based on said optimum perceived temperature, wherein said hot and cold stress limits correspond to temperature values above and below said optimal perceived temperature, respectively.
- 25 6. The method of claim 5, comprising the further step of calculating stress levels experienced by said chickens as a function of said stress limits and said calculated perceived temperature.

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7. The method of claim 6, comprising the further step of calculating a value of accumulated stress of said chickens during a production cycle.
8. The method of claim 3 or claim 5, wherein said characteristic is selected from the group of characteristics consisting of:
 - 5 age of said chickens; and
 - weight of said chickens.
9. The method of claim 1, wherein said perceived temperature comprises a temperature perceived by a living being in said defined environment, said living being selected from the group of living beings:
 - 10 human beings;
 - animals;
 - plants;
 - 15 crops;
 - pigs; and
 - poultry.
10. An apparatus for controlling environmental parameters in a defined environment, said apparatus comprising:
 - 20 a memory unit for storing data and instructions to be performed by a processing unit; and
 - a processing unit coupled to said memory unit, said processing unit programmed to:
 - 25 obtain measured values of temperature, relative humidity, and wind velocity relating to said environment;
 - calculate a value of perceived temperature as a function of said measured values; and
 - provide said calculated value of perceived temperature for controlling said
 - 30 environmental parameters.

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11. The apparatus of claim 10, further comprising an interface for providing said calculated value of perceived temperature to an environmental controller.

12. The apparatus of claim 10, further comprising a controller for controlling said 5 environmental parameters in response to said calculated value of perceived temperature.

13. The apparatus of claim 10, wherein said defined environment comprises a chicken house and said perceived temperature comprises a temperature perceived by 10 chickens in said chicken house.

14. The apparatus of claim 13, wherein said processing unit is further programmed to calculate said perceived temperature as a function of a characteristic of said chickens.

15. The apparatus of claim 13, wherein said processing unit is programmed to 15 activate and de-activate fans and related equipment in said chicken house.

16. The apparatus of claim 13, wherein said processing unit is further programmed 20 to:
calculate an optimum perceived temperature based on a characteristic of said chickens; and

25 calculate hot and cold stress limits for said chickens based on said optimum perceived temperature, wherein said hot and cold stress limits correspond to temperature values above and below said optimal perceived temperature, respectively.

17. The apparatus of claim 16, wherein said processing unit is further programmed to calculate stress levels experienced by said chickens as a function of said stress limits and said calculated perceived temperature.

30 18. The apparatus of claim 17, wherein said processing unit is further programmed to calculate a value of accumulated stress of said chickens during a production cycle.

19. The apparatus of claim 14 or claim 16, wherein said characteristic is selected from the group of characteristics consisting of:

5 age of said chickens; and
 weight of said chickens.

20. The apparatus of claim 10, further comprising a manual input for a user to input an indication of prevailing environmental conditions based on a visual observation of said defined environment.

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21. The apparatus of claim 10, wherein said perceived temperature comprises a temperature perceived by a living being in said defined environment, said living being selected from the group of living beings:

15 human beings;
 animals;
 plants;
 crops;
 pigs; and
 poultry.

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22. A computer program product comprising a computer readable medium having a computer program recorded therein for controlling environmental parameters in a defined environment, said computer program product comprising:

25 computer program code means for measuring values of temperature, relative humidity, and wind velocity in said environment;
 computer program code means for calculating a value of perceived temperature as a function of said measured values; and
 computer program code means for outputting said calculated value of perceived temperature for controlling said environmental parameters.

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23. The computer program product of claim 22, further comprising computer program code means for controlling said environmental parameters in response to said calculated value of perceived temperature.

5 24. The computer program product of claim 22, wherein said defined environment comprises a chicken house and said perceived temperature comprises a temperature perceived by chickens in said chicken house.

10 25. The computer program product of claim 24, wherein said perceived temperature is calculated as a function of a characteristic of said chickens.

26. The computer program product of claim 24, further comprising computer program code means for activating and de-activating fans and related equipment in said chicken house.

15 27. The computer program product of claim 24, further comprising computer program code means for:
calculating an optimum perceived temperature based on a characteristic of said chickens; and
20 calculating hot and cold stress limits for said chickens based on said optimum perceived temperature, wherein said hot and cold stress limits correspond to temperature values above and below said optimal perceived temperature, respectively.

28. The computer program product of claim 27, further comprising computer program code means for calculating stress levels experienced by said chickens as a function of said stress limits and said calculated perceived temperature.

25 29. The computer program product of claim 28, further comprising computer program code means for calculating a value of accumulated stress of said chickens 30 during a production cycle.

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30. The computer program product of claim 25 or claim 27, wherein said characteristic is selected from the group of characteristics consisting of:

age of said chickens; and
weight of said chickens.

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31. The computer program product of claim 22, wherein said perceived temperature comprises a temperature perceived by a living being in said defined environment, said living being selected from the group of living beings:

human beings;
10 animals;
plants;
crops;
pigs; and
poultry.

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